

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 500002 /		Alt Order # 06393784
Product RESTORE OUR FUTURE		
Contract Dates 10/30/12 - 11/06/12		Estimate # 661
Advertiser ISS/Restore Our Future		Original Date / Revision 10/30/12 / 10/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 6	KVVU	10/31/12	11/01/12	BB World Series	330pm-8pm		:30			NM	7	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WT---				2	\$12,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	BB World Series	330pm-8pm	---WTh----	:30		\$12,000.00	NM		
				See MG 6.3,6.4,6.5,6.6,6.7,6.8,6.9								
	2	KVVU	10/29/12-11/04/12	BB World Series	330pm-8pm	---WTh----	:30		\$12,000.00	NM		
				See MG 6.3,6.4,6.5,6.6,6.7,6.8,6.9								
	3	KVVU	10/31/12-10/31/12	The X Factor	The X Factor	---W-----	:30		\$5,350.00	NM		
	Ⓜ			MG for 6.2,6.1								
	4	KVVU	10/31/12-10/31/12	The X Factor	The X Factor	---W-----	:30		\$5,150.00	NM		
	Ⓜ			MG for 6.2,6.1								
	5	KVVU	11/02/12-11/02/12	Kitchen Nightmares	Fri 8p-9p	-----F----	:30		\$3,500.00	NM		
	Ⓜ			MG for 6.2,6.1								
	6	KVVU	11/02/12-11/02/12	Fringe	Fri 9p-10p	-----F----	:30		\$4,000.00	NM		
	Ⓜ			MG for 6.2,6.1								
	7	KVVU	11/03/12-11/03/12	NCAA Football Late Game	NCAA Football Lat	-----Sa--	:30		\$2,450.00	NM		
	Ⓜ			MG for 6.2,6.1								
	8	KVVU	11/03/12-11/03/12	NCAA Football Early Game	NCAA Football Ear	-----Sa--	:30		\$2,325.00	NM		
	Ⓜ			MG for 6.2,6.1								
	9	KVVU	10/31/12-11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		\$1,225.00	NM		
	Ⓜ			MG for 6.2,6.1								
Totals											35	\$71,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	35	\$71,650.00	\$60,902.50
Totals	35	\$71,650.00	\$60,902.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191

REP HEADLINE# 6393784 TRF# 500002
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

:LINE#:	REP :	CD :	TIME PERIOD :	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAYS :	TOTL:	SPTS:
:	LINE#:	:	:	:	:	:	DATE :	DATE :	/WK:	INVT :	:	:	:

15	A	800P-1000P	30	\$5,350.00	10/31	1	WED
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PROGRAM : X FACTOR
RA35+ : 10.0
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS
ORD COM2: APPROVE.
THIS IS A MAKE-GOOD FOR OCT31 ON LINE-6 FOR 2 SPOTS/WK

THIS IS A MAKE-GOOD FOR OCT31 ON LINE-6 FOR 2 SPOTS/WK

16	A	800P-1030P	30	\$5,150.00	11/1	THU
			30		11/1	I

PROGRAM : X FACTOR
RA35+ : 10.0
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS
ORD COM2: APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

ONE COPY: THE ABOVE.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

17	A	800P-1000P	30	\$3,500.00	11/3	1	SAT
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PROGRAM : ENCORES
RA35+ : 10.0
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS
ORD COM2: APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

ONE COPY: IMPROV.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

[illegible]

PROGRAM : FRINGE
RA35+ : 10.0
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS
ORD COM2: APPROVE.
PART COM3: A MAKEGOOD MADE UP OF LINES 15-21

PART OF A MAKEGOOD MADE UP OF LINES 15-21

19	A	400P-800P	30	\$2,450.00	11/3	1	SAT
19	A	400P-800P	30	\$2,450.00	11/3	1	SAT

PROGRAM : COLLEGE FOOTBALL
RA35+ : 10.0
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS
ORD COM2: APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

ONE COPY: FILED.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

20	A	1100A-400P	30	\$2,325.00	11/3	1 SAT
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PROGRAM : COLLEGE FOOTBALL
RA35+ : 10.0
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS
ORD COM2: APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 15-21

PART OF A MAKEGOOD MADE UP OF LINES 15-21

REP HEADLINE# 6393784 TRF# 500002 REP: TEL# 610-293-4100 FAX# 610-225-1191
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 14.20
*** KVVU-TV *** **CHANGES**

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS
21	A		700A-900A	30		\$1,225.00	10/31	11/6	1		W-F,M-TU	1
PROGRAM : NEWS												
RA35+ : 10.0												
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS												
ORD COM2: APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 15-21												
STATION MAKEGOOD OFFERS:												
M2	OK'D		BUY#6									
MISSED: TU-W/500P-800P												
OFFER: WED/800P-1000P												
& THU/800P-1030P												
& SAT/800P-1000P												
& FRI/900P-1000P												
& SAT/400P-800P												
& SAT/1100A-400P												
& W-F,M-TU/700A-900A												
CMT: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS												
CMT: APPROVE.												

NOV/12 71650.00 CONTRACT TOTAL 71650.00
TOTAL SPOTS 35

MARKET TOTALS \$421,470 KVVU 17% KSNV 34% KLAS 28% KTNV 21% KVMY 0% KVCW 0% CABL 0%
KTUD 0%

QUALITATIVE A35+ DATA USED.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 17.55

REP. #	OFF. #	762	SALESMAN	#
BUYER NAME	STEPHANIE KOHLBAUER			
SALES PRSN	PH-	TERESA	DIFURIA	

ORDER #	CONTRACT #	6393784	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	<u>RESTORE OUR FUTURE</u>	<u>EST#661</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT30/12 17.55

REP: OK'D M3
SEE LINE 22
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 661												
17	S		800P-1000P	30		\$3,500.00	11/3	11/3	0		SAT	0
PROGRAM : ENCORES												
RA35+ : 10.0												
ORD COM1: SPOTS N/A DUE TO NO WORLD SERIES. SEE MG OFFER. NOT PRE-BOOKED PLS												
ORD COM2: APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 15-21												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

22	A		800P-900P	30		\$3,500.00	11/2	11/2	1		FRI	1
PROGRAM : KITCHEN NIGHTMARE RA35+ : 10.0 ORD COM1: CORRECT TP & PRG. PLS APPROVE. THIS IS A MAKE-GOOD FOR NOV3 ON LINE-17 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M3 OK'D BUY#17 MISSED: SAT/800P-1000P NOV3 30S \$3,500.00 (OCT30/12) OFFER: FRI/800P-900P NOV2 30S \$3,500.00 PLS ADVISE. CMT: CORRECT TP & PRG. PLS APPROVE.												
NOV/12			71650.00									
CONTRACT TOTAL												71650.00
TOTAL SPOTS												35

MARKET TOTALS \$421,470 KVVU 17% KSNV 34% KLAS 28% KTNV 21% KVMY 0% KVCW 0% CABL 0% KTUD 0%

QUALITATIVE A35+ DATA USED.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE